The Factors that Affect Consumer Product Recognition and Sentiment in the Age of Internet Celebrity Economy

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Abstract

The rise of new information technology and the development of mobile internet have brought attention to the emerging form of business known as Internet celebrity economy. This article introduces the background and development of this economy, emphasizing its role in promoting market growth. As a marketing tool with wide influence and product recommendation abilities, Internet celebrities play an important role in guiding consumers' recognition and emotions toward products. Through literature review and theoretical analysis, we used the AISIA model to construct a research model for studying the impact of Internet celebrity economy on consumer product recognition and emotions. We collected relevant data through questionnaire surveys for statistical analysis to verify our research hypothesis. The results from 420 responses showed that there was a significant positive correlation between internet celebrities' recommendation, influence, professionalism, reputation, consumers' product recognition, and their emotional response toward products recommended by them. This indicates that enterprises should fully utilize the influence of internet celebrities by cooperating with them to enhance product awareness while actively upgrading consumers' level of product knowledge. The results also revealed influential online personalities with good reputations having a positive effect on customers' emotional response toward products recommended by them. Therefore，enterprises can use this finding by collaborating with such personalities so as to promote customers' active consumption attitude toward their products. Suggestions are made for enterprises to recognize the important role played by online influencers, monitor and evaluate marketing strategies for effectiveness in sustaining enterprise growth.

Keywords：Internet celebrity economy，consumer product recognition，consumer sentiment，AISIA model.

1. Introduction

1.1 Research Background

The rapid development of the internet has led to the emergence of new business forms, including the internet celebrity economy (Yuan & Xie, 2016). In today's digital age, this economy has become a significant force in consumer markets. With social media's popularity and increased user engagement, individuals or groups with extensive influence and fan followings--known as internet celebrities--have become crucial in shaping consumer cognition and emotion (Wang, 2007). Consumers' perception and emotions toward these celebrities not only directly affect their level of product recognition but also play a vital role in purchase decisions. This has strengthened the ranks of internet celebrities and gradually formed an internet celebrity economy (Xie, 2021).

Despite its growing strength, many mysteries still surround how it influences consumers' product cognition and emotions. In this regard, this article aims to explore four questions related to this topic: (1) How do recommendations from internet celebrities impact consumers' product recognition? (2) What is the effect of an internet celebrity's reputation and professionalism on consumers' product recognition? (3) How do recommendations from individual units led by internet celebrities affect consumers' emotions? (4) What is the impact of an individual unit led by an internet celebrity's reputation and professionalism on consumers' emotions? By analyzing factors, such as recommendations from Internet celebrities, personal reputations, professionalism, and personal influence, this article aims to delve deeper into understanding factors influencing consumer cognition and emotion within the Internet Celebrity Economy. It fills gaps in related research fields while expanding theoretical knowledge about Internet Celebrity Economy, enriching relevant research areas for consumer behavior and marketing studies, helping businesses and marketers better understand customer needs, and optimizing product promotion strategies to improve market competitiveness while achieving commercial goals.

1.2 Research Objectives

(1) Examine Consumer Awareness: Explore how consumers become aware of products in the age of the Internet celebrity economy. This involves investigating the role of internet celebrities (or "internet celebrities," also known as "net idols" or "网红" in Chinese) in promoting products and capturing consumer attention.

(2) Analyze Consumer Sentiment: Investigate the emotional and cognitive responses of consumers toward products that are endorsed or promoted by internet celebrities. This includes assessing the impact of internet celebrities' content, trustworthiness, or persuasive ability on consumer sentiment.

(3) Identify Influencing Factors: Identify and analyze the various factors that play a role in shaping consumer awareness and sentiment. These factors cover the characteristics of internet celebrities, the content they create, the platforms they use, or the specific product attributes.

The researchers expected that understanding the internet celebrity economy and its influence on consumer behavior can shed light on the evolving dynamics of digital marketing and e-commerce in the context of social media and internet celebrities. This is also to provide practical insights and implications for businesses and marketers aiming to leverage the internet celebrity economy for product promotion and sales as strategies for enhancing consumer awareness and sentiment.

2. The Current State of Research on the Economy of Internet Celebrities

With the rapid development and widespread use of the internet, the economy of internet celebrities has emerged as a new form of business (Chen, Zhang & Guo, 2020; Lucas, 2020). This commercial model leverages the public influence and popularity of online personalities to generate economic benefits through specific monetization channels. Online celebrities engage their fans via social media platforms, utilizing carefully planned marketing methods to achieve product promotion, brand building, and sales growth goals (Cui, 2015). It is worth noting that this business model extends beyond individual online celebrities to encompass the entire industry chain centered around them. The internet celebrity economy is a complex phenomenon. Social media and other online platforms have made it easy for ordinary people to showcase themselves and develop personal brands, leading to the emergence of internet celebrities who attract large numbers of fans (Li & Yuan, 2016). This has created commercial opportunities that businesses and individuals are actively exploring through an influencer-based economic model. The influencer economy's precise marketing characteristics allow influencers or their operators to pursue economic benefits through specific monetization methods (Liu, 2020). By interacting with fans on social media using carefully planned marketing strategies, they can target consumers' product awareness and purchasing decisions, gaining competitive advantages in market competition (Bai, 2016).

However, there are also some challenges associated with the influencer economy. The increasing number of influencers has led to intense content creation competition, resulting in lack of originality or uniqueness (Robert & John, 1982; Lucas, 2020). Additionally, excessive pursuit of economic interests may cause quality degradation leading gradually decreasing fan loyalty (Yang, Zhou, Niu & Chang, 2017). Despite these challenges, the Influencer Economy presents itself as having rapid developmental momentum while its precise marketing characteristics make it an important driving force for market economic development (Cui, 2008; Liu, Zhao & Long, (2020). In this regard, issues, such as lack of originality and declining fan loyalty require attention if this industry is to continue thriving under rapid Internet development background.

3. Research Methods

The AISIA model is a unique approach to studying the economy of internet celebrities. It combines the AIDA and PISIA models, which respectively focus on four stages--Attention, Interest, Desire, and Action--that describe consumer behavior during the purchasing process, and five elements--Perception, Interest, Sentiment, Intention, and Action--that analyze decision-making in social media environments. By merging these two models together into one cohesive framework for analysis, the AISIA model provides a comprehensive understanding of how consumers interact with internet celebrities online (Luo, 2002).

This study examines the impact of the "Internet celebrity economy" on consumer product cognition and emotions. The AISIA consumer model focuses on how social media influences consumer behavior, while the Internet celebrity economy affects consumers through social media platforms. Therefore, the AISIA model provides a relevant framework for understanding how the Internet celebrity economy impacts consumer product cognition and emotions. Additionally, this model considers multiple important influencing factors, such as internet celebrities' recommendations, influence, professionalism, reputation, as well as consumer product cognition and emotions. This comprehensive framework allows for a thorough analysis of how the internet celebrity economy affects consumer behavior from various perspectives by explaining relationships between related variables. Thus, this research uses the AISIA model to investigate how "Internet Celebrity Economy" influences consumers' product cognition and emotions in order to verify hypotheses. In this study, the researchers used a random sampling method to collect online data from 420 consumers in Beijing. Their multiple responses to the same question were excluded. (See Section 4.1 Descriptive Statistics of Questionnaire Results.)

3.1 The Hypothesis and Model of the 'Internet Celebrity Economy' on Consumer Product Awareness and Emotions

The following hypotheses are proposed as shown in Table 1.

Table 1: Summary of Assumptions

No.	Assumptions Based on Six Key Factors
H1	The *influence* of Internet celebrities has a positive impact on *product awareness.*
H2	The *credibility* of Internet celebrities has a positive impact on *product awareness.*
H3	The *professionalism* of Internet celebrities has a positive impact on *product awareness.*
H4	The *recommendations* of Internet celebrities have a positive impact on *product awareness.*
H5	The *influence* of Internet celebrities has a positive impact on *consumer attitudes.*
H6	The *credibility* of Internet celebrities has a positive impact on *consumer attitudes.*
H7	The *professionalism* of Internet celebrities has a positive impact on *consumer attitudes.*
H8	The *recommendations* of Internet celebrities have a positive impact on *consumer attitudes.*

3.2 Research Hypothesis Model

Based on the theoretical hypotheses mentioned above, the causal relationship diagram illustrating the influences is depicted in Figure 1.

Figure 1: Based on the Consumer AISIA Model
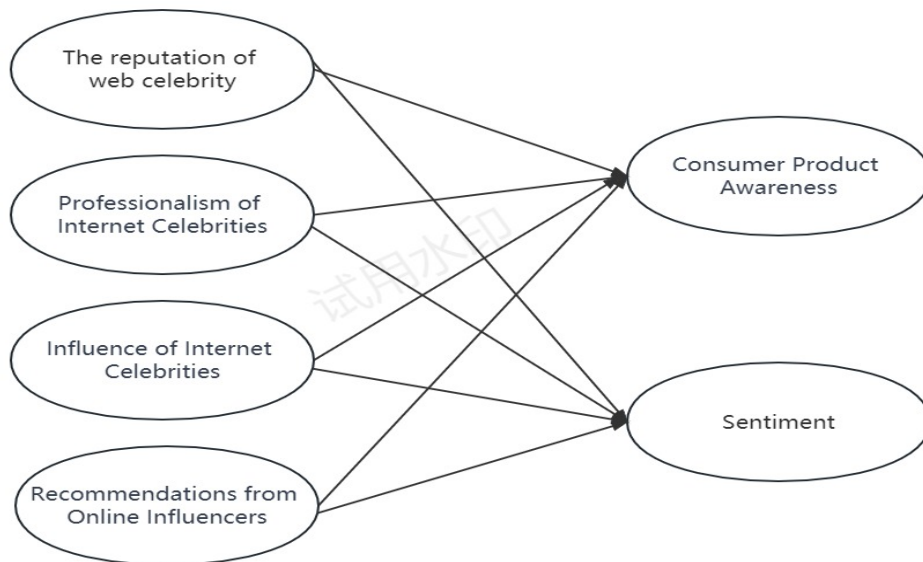
3.3 Questionnaire Design

The scale design of this study consists of 6 latent variables and 19 items based on the five dimensions mentioned earlier. The questionnaire is divided into two sections: the first section includes demographic information of the participants, while the second section consists of measurement items to assess the latent variables in the proposed model. The scale adopts a Likert five-point rating scale, where respondents rate each item based on their own perspective: 1=completely disagree, 2=disagree, 3=neutral, 4=agree, 5=completely agree (Bin, 2006)

4. Results

4.1 Descriptive Statistics of Questionnaire Results

In this study, a random sampling method was used to collect data from consumers in Beijing. A total of 450 questionnaires were collected and screened manually. Samples with completion times that were too short or multiple responses to the same question were excluded, resulting in 420 valid questionnaires. The questionnaire validity rate was 94%.

Table 2: Basic Characteristics of Samples

Project	Item	Number of Persons	Proportion/%
Gender	Male	179	42
	Female	240	58
Age	20 years old and below	59	14
	21-25 years old	80	19
	26-30 years old	84	20
	31-35 years old	80	19
	36-40years old	42	10
	40 years old and above	75	18
Residential area	Chaoyang District	122	29
	Dongcheng District	143	34
	Xicheng District	93	22
	Haidian District	62	15
Watching a live stream	Yes	361	86
	No	59	14
Average monthly online shopping expenditure	1000 CNY or below	75	18
	1001 CNF to 2000 CNY	150	36
	2001 CNY to 3000 CNY	84	20
	3001 CNY to 4000 CNY	46	11
	4001 CNY to 5000 CNY	33	8
	Above 5000 CNY	32	7

Based on the descriptive statistics of demographic variables, there are more consumers who typically watch live broadcasts featuring internet celebrities. Additionally, the proportion of female respondents is slightly higher than that of male respondents, indicating a relatively high level of awareness among participants. The majority of respondents expressed their interest in watching live broadcasts by internet celebrities, suggesting that such broadcasts hold significant influence and popularity among consumers. Furthermore, research findings on shopping frequency demonstrate that there is a consistent and substantial demand for shopping among consumers in Beijing.

4.2 Data Analysis of Questionnaire Results and Research Model Hypothesis Testing
4.2.1 Reliability analysis

Table 3: Results of the Reliability Analysis for Each Variable

Variable Names	Reliability of Variable
Product Awareness	0.914
Consumer Attitudes	0.872
The reputation of web celebrity	0.872
Professionalism of Internet Celebrities	0.889
Influence of Internet Celebrities	0.863
Recommendations from Online Influencers	0.884

validates their use for further analysis.

Reliability analysis is used to examine the stability and reliability of a scale. Before analyzing questionnaire data, it is necessary to test the stability and validity of the scale. Cronbach's α coefficient is commonly used to measure the reliability of a scale, where a higher coefficient indicates better reliability. A reliability coefficient between 0.7 and 0.9 is considered acceptable, while a coefficient below 0.7 indicates a need for scale revision. In this study, the computer-based statistical software was used to examine the scale data, and the Cronbach's α coefficients are presented in Table 4. All coefficients are higher than 0.7, indicating a high level of data reliability, which validates their use for further analysis.

4.2.2 Validity analysis
Validity can be divided into four types: content validity, construct validity, convergent validity, and discriminant validity (China Publishing House, 2000):

(1) Content validity: The method for testing content validity should be referenced from relevant literature sources.

(2) Construct validity: The methods commonly used to test construct validity are exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). EFA is a

dimensionality reduction technique that involves conducting tests such as the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity to determine if the data is suitable for factor analysis. If the fit is satisfactory, CFA can be performed to assess the construct validity. The KMO test coefficient is calculated to compare the simple correlations and partial correlations between variables, with values ranging from 0 to 1. A higher KMO value indicates stronger correlations among variables. Typically, a KMO value greater than 0.6 indicates suitability for factor analysis. The validity verification using KMO and Bartlett's tests is presented in Table 5, with a KMO value of 0.825. Since the KMO value is greater than 0.8, the research data is highly suitable for information extraction.

Table 4: Results of Validity Analysis

KMO and Bartlett's Test		
KMO Data		0.825
	Approximate Chi-Square	2366.780
Bartlett's Sphericity Test	df	171
	p	0.000

Table 5: The Factor Loading Coefficients and the AVE and CR Indicators of the Model

Factor	Measurement Items (Manifest Variables)	Std. Estimate	AVE	CR
Product Awareness	A1	0.855		
	A2	0.879	0.697	0.902
	A3	0.804		
	A4	0.799		
Consumer Attitudes	B1	0.799		
	B2	0.860	0.687	0.868
	B3	0.826		
The reputation of web celebrity	C1	0.801		
	C2	0.848	0.692	0.871
	C3	0.845		
Professionalism of Internet Celebrities	D1	0.851		
	D2	0.843	0.705	0.877
	D3	0.825		
Influence of Internet Celebrities	EE1	0.839		
	EE2	0.841	0.678	0.863
	EE3	0.789		
Recommendations from Online Influencers	F1	0.872		
	F2	0.848	0.721	0.886
	F3	0.827		

(3) The method used to test convergent validity is generally Confirmatory Factor Analysis (CFA), which involves examining indicators, such as CR (Composite Reliability) and AVE (Average Variance Extracted). CR assesses the internal consistency of the construct, similar to Cronbach's α coefficient. A higher CR indicates higher internal consistency and stronger convergence. The typical threshold is >0.7. AVE represents the average amount of variance that is extracted by the latent variable and reflects the construct's ability to explain the observed variables. A higher AVE indicates higher convergent validity. The typical threshold is >0.5. In this study, CFA analysis was conducted on the five constructs of consumer acceptance: Technology acceptance, perceived usefulness, perceived ease of use, intention to use, and actual usage behavior. All factor loadings were above 0.7, indicating significance. The CR values were above 0.8, and the AVE values were above 0.5 for all constructs, demonstrating their convergent validity, as shown in Table 6.

(4) Discriminant Validity: Discriminant validity is generally assessed through the comparison of the Average Variance Extracted (AVE) values and the results of correlation analysis in Confirmatory Factor Analysis (CFA). The purpose of discriminant validity is to ensure that the correlations within dimensions are higher than the correlations between dimensions. The results are shown in Table 7: For the dimension of Technological Features, the square root of AVE is 0.835, which is greater than the maximum absolute value of inter-factor correlations (0.369), indicating good discriminant validity. For the dimension of Perceived Usefulness, the square root of AVE is 0.829, which is greater than the maximum absolute value of inter-factor correlations (0.379), indicating good discriminant validity. For the dimension of Perceived Ease of Use, the square root of AVE is 0.832, which is greater than the maximum absolute value of inter-factor correlations (0.495), indicating good discriminant validity. For the dimension of Intention to Use, the square root of AVE is 0.840, which is greater than the maximum absolute value of inter-factor correlations (0.059), indicating good discriminant validity. For the dimension of Usage Behavior, the square root of AVE is 0.849, which is greater than the maximum absolute value of inter-factor correlations (0.059), indicating good discriminant validity.

4.2.3 Structural Equation Model Analysis of Unmanned Store Acceptance Research

Structural Equation Modeling (SEM) is a multivariate statistical method based on the covariance matrix of variables, used to analyze the relationships between variables. It is suitable for studying the mediating effects and causal relationships among multiple independent and dependent variables. The combination of the Technology Acceptance Model and Structural Equation Modeling allows for the logical investigation of influencing factors based on reasonable hypotheses, while also verifying the significance and scientific validity of the hypotheses.

Table 6: Discriminant Validity: Discriminant validity Assessed by Using Pearson Correlations and the Square root of Average Variance Extracted (AVE) Values.

	Product Awareness	Consumer Attitudes	Influencer Recommendations	Influence of Internet celebrities	Professionalism of influencers	Influencer credibility
Product Awareness	0.835					
Consumer Attitudes	0.301	0.829				
The reputation of web celebrity	0.305	0.386	0.832			
Professionalism of Internet Celebrities	0.295	0.357	0.267	0.840		
Influence of Internet Celebrities	0.369	0.379	0.495	0.271	0.824	
Recommendations from Online Influencers	0.173	0.139	-0.046	0.071	0.059	0.849

Table 7:   Model Fit Indices Statistics

Common indicators	$\chi2$	*df*	*p*	$\chi2/df$	GFI	RMSEA	RMR	CFI	NFI	NNFI
Judgment criteria	-	-	>0.05	<3	>0.9	<0.10	<0.05	>0.9	>0.9	>0.9
value	159.248	138	0.104	1.154	0.927	0.027	0.043	0.991	0.935	0.989
Other indicators	TLI	AGFI	IFI	PGFI	PNFI	SRMR				
Judgment criteria	>0.9	>0.9	>0.9	>0.9	>0.9	<0.1				
value	0.989	0.900	0.991	0.673	0.755	0.032				

Default Model: $\chi2(171)=2463.023$, *p*=1.000

Note: The blue numbers along the diagonal represent the square root of AVE values.

4.2.4 Structural Equation Model Fitting Effect Fitness Test

To ensure the applicability of the model, it is necessary to test the model fit. The fitting results obtained using SPSS 2.0 software are shown in Table 8. The test results all meet the standard, indicating that the structural equation modeling used in this study is appropriate for the data analysis.

4.2.5 Analysis of Structural Equation Modeling Results

Using SPSS2.0, the exploratory and confirmatory analysis of the model's causal relationships was conducted. The standardized path coefficients and their significance were obtained, as shown in Figure 2 and Table 9. The model fit results indicate that all

hypotheses are supported, and the summarized results are presented in Table 10.

Table 8: Model Regression Coefficients Summary Table

X	Y	Unstandardized Path Coefficients	*SE*	z (CR value)	p	Standardized Path Coefficients	Result
The reputation of web celebrity	Product Awareness	0.138	0.068	2.024	0.043	0.146	significant
Professionalism of Internet Celebrities	Product Awareness	0.169	0.061	2.791	0.005	0.181	significant
Influence of Internet Celebrities	Product Awareness	0.240	0.072	3.331	0.001	0.239	significant
Recommendations from Online Influencers	Product Awareness	0.143	0.058	2.457	0.014	0.152	significant
The reputation of web celebrity	Consumer Attitudes	0.224	0.067	3.370	0.001	0.234	significant
Professionalism of Internet Celebrities	Consumer Attitudes	0.221	0.059	3.740	0.000	0.234	significant
Influence of Internet Celebrities	Consumer Attitudes	0.195	0.070	2.769	0.006	0.192	significant
Recommendations from Online Influencers	Consumer Attitudes	0.116	0.057	2.039	0.041	0.122	significant

Remarks: → Indicates the path influence relationship

Figure 2: Structural Equation Model of "Web Celebrity Economy" for "Consumer Product Cognition and Consumer Sentiment"
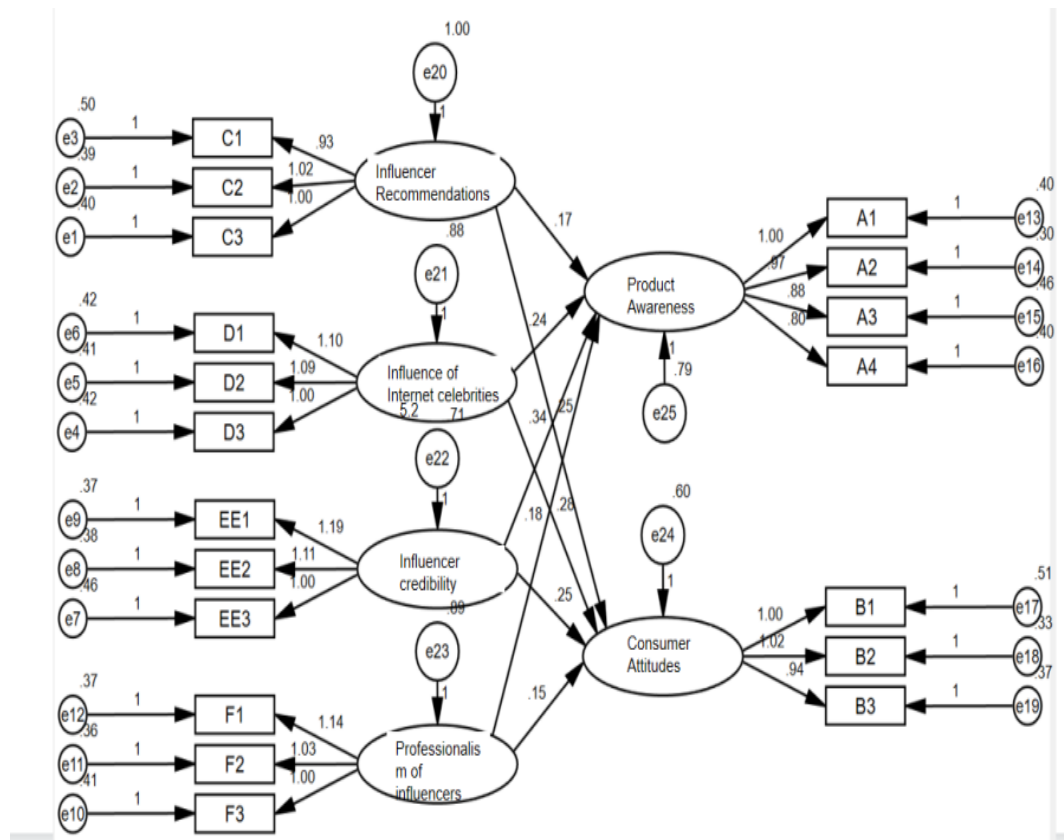

Table 9: Summary of Research Assumptions and Conclusions

NO.	Hypothetical Content	Result
H1	The influence of Internet celebrities has a positive impact on product awareness.	accepted
H2	The credibility of Internet celebrities has a positive impact on product awareness.	accepted
H3	The professionalism of Internet celebrities has a positive impact on product awareness.	accepted
H4	The recommendations of Internet celebrities have a positive impact on product awareness.	accepted
H5	The influence of Internet celebrities has a positive impact on consumer attitudes.	accepted
H6	The credibility of Internet celebrities has a positive impact on consumer attitudes.	accepted
H7	The professionalism of Internet celebrities has a positive impact on consumer attitudes.	accepted
H8	The recommendations of Internet celebrities have a positive impact on consumer attitudes.	accepted

5. Discussion of Results

5.1 Consumers' Product Recognition

According to the path analysis in the structural equation model to verify the questionnaire data, it can be seen that the recommendation of Internet celebrities is positively correlated with consumer product awareness (β =0.146, p<0.05). There is a positive correlation between the influence of Internet celebrities and consumer product awareness (β =0.181, p<0.01). There is a positive correlation between the professionalism of Internet celebrities and consumer product cognition (β =0.239, p<0.01). There is a positive correlation between the credibility of Internet celebrities and consumer product awareness (β =0.152, p<0.05). Assume that H1, H2, H3, and H4 are established.

The findings show that the users' product recognition in Li Jiaqi's live broadcast room on Taobao is greatly affected by Internet celebrities. The greater the influence, the more it can stimulate consumers' product recognition, thereby promoting consumers' purchasing decisions. Compared with other Internet celebrities, consumers are more willing to buy products promoted by Internet celebrities whose influence, credibility, professionalism and attractiveness are relatively high. These relationships were earlier reported by Liu et al. (2020), indicating that the characteristics of Internet celebrities' characteristics can guide consumers to generate purchase intentions.

5.2 Consumers' Attitude/ Sentiment

According to the path analysis in the structural equation model to verify the questionnaire data, it can be seen that the recommendations of Internet celebrities are positively correlated with consumers' emotional attitudes (β=0.234, p<0.01). There is a positive correlation between the influence of Internet celebrities and consumers' emotional attitudes (β=0.234, p<0.01). There is a positive correlation between the professionalism of Internet celebrities and consumers' emotional attitudes (β=0.192, p<0.01). There is a positive correlation between the credibility of Internet celebrities and consumers' emotional attitudes (β=0.122, p<0.05). Assume that H5, H6, H7, and H8 are established.

The obtained results show that the emotional attitude/ sentiment of users in Taobao Li Jiaqi's live broadcast room toward a product is greatly affected by Internet celebrities. The greater the attraction, the greater consumers' emotional attitudes, thereby promoting consumers' purchasing decisions. Compared with other Internet celebrities, consumers are more willing to buy products promoted by Internet celebrities whose influence, credibility, professionalism and attractiveness are relatively high. Liu, Zhao & Long (2020) also reported such relationships, indicating that the characteristics and attractiveness of Internet celebrities can promotes consumers' purchase intention.

6. Conclusion and Suggestions on the Impact of "Internet Celebrity Economy" on Consumers' Product Recognition and Attitude/ Sentiment

This study examines the impact of the "Internet celebrity economy" on consumer product cognition and emotions. The research was conducted using data collection, statistical methods, and structural equation models to draw important conclusions. The results indicate that Internet celebrities play a crucial role in shaping consumer product cognition and emotions. Therefore, companies can collaborate with them to increase product awareness and cultivate positive consumer emotions. The study reveals that the influence and reputation of Internet celebrities have a substantial positive impact on product cognition and consumer emotions. Thus, when choosing to collaborate with them, companies should prioritize their influence and reputation to convey positive product awareness while cultivating favorable consumer emotions. Furthermore, recommendations from internet celebrities' expertise positively affect product cognition by raising consumers' level of awareness about products they endorse effectively showcasing their professional skills. Additionally, influential internet personalities' reputations or social media followings within relevant fields, such as those who recommend related goods or services have a positive relationship with consumers' emotional state towards consumption behavior. Companies can utilize these findings by strategically collaborating with influential network reds possessing good reputations capable of actively shaping customer perception regarding both cognitive recognition for products as well as fostering favorable emotional states among customers toward consumption behaviors. As shown, this study emphasizes the importance of internet personalities in shaping consumer perceptions regarding both cognitive recognition for products as well as fostering favorable emotional states among customers toward consumption behaviors; Companies/brands may benefit from working alongside influential individuals possessing credibility capable of actively shaping customer perception through effective utilization/integration into marketing strategies which ultimately enhances market competitiveness/product purchasing decisions made by potential buyers/consumers.

Based on the above conclusions, we propose the following suggestions for product companies and marketing practitioners:

(1) Leverage the influence of internet celebrities: Collaborate with influential and well-known internet celebrities to use their influence to reach a wider audience, increase product awareness and attractiveness.

(2) Integrate internet celebrity marketing strategies: Incorporate internet celebrity marketing into overall marketing strategies, fully utilizing their influence to shape consumer perception and emotions towards products.

(3) Evaluate potential collaboration partners: When selecting an internet celebrity partner, evaluate their influence, reputation, and professionalism. Choose an influencer who matches the product's relevant field or target audience group while ensuring that they

have good reputation and credibility. This can enhance the image and value of products in consumers' minds.

(4) Precisely select collaborating influencers: Choose influencers that match target audience characteristics and preferences to improve marketing effectiveness.

(5) Emphasize product advantages: Promote products by highlighting unique selling points through leveraging influencer individuality or strengths to enhance consumer understanding of brands/products/services etc., thereby generating positive purchase intentions.

(6) Provide transparent and truthful information: ensure that influencers provide accurate, truthful, objective information when promoting products to avoid false advertising or misleading consumer behavior; consumers need accurate knowledge about product features/advantages.

(7) Continuously monitor and evaluate results: Regularly track and assess influencer collaboration effects on brand/product recognition and emotional impact via data analysis and customer feedback; adjust strategies based on feedback results for optimal marketing outcomes.

Although this study deeply explores how "internet celebrity economy" affects consumer perceptions/emotions toward products/services, there are still some limitations, such as sample selection bias/research scope restrictions which could be addressed by expanding sample representativeness using various research design methods exploring more comprehensive influencing factors in future studies.

7. The Authors

Chen Chen and Xuegang Zhan are MA graduates of the Department of Creative Industries Management, Rattanakosin International College of Creative Entrepreneurship (RICE), Rajamangala University of Technology Rattanakosin (RMUTR). Both authors share their research interest in the areas of marketing management, consumer behavior, product awareness, and Internet celebrity economy.

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